17. **(ONCE AMENDED)** [The] <u>A</u> point management system [according to claim 11,] <u>employing a computer for managing points issued to each customer who receives service according to the issued points, comprising</u>:

<u>point issue means for issuing the points to the customer according to transactions performed by the customer</u>;

<u>point accumulation means for calculating and accumulating the issued points of a current transaction and issued point of a previous transaction</u>;

<u>point notification means for notifying the customer of point information comprising the issued points</u>; and

<u>customer identification means for identifying the customer according to customer identification information</u>;

wherein the point notification means [has] <u>includes</u> service contents storage means for storing a list of types of services and corresponding points, reads data out of the storage means according to a type selected by the customer through [the] <u>a</u> terminal, and notifies the customer of the read data.

18. **(ONCE AMENDED)** [The] <u>A</u> point management system [according to claim 11,] <u>employing a computer for managing points issued to each customer who receives service according to the issued points, comprising</u>:

<u>point issue means for issuing the points to the customer according to transactions performed by the customer</u>;

point accumulation means for calculating and accumulating the issued points;

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to customer identification information;

wherein the point notification means [has] includes service contents storage means for storing a list of services and corresponding points, selects a range of services available for the cumulative points of the customer, and notifies the customer of the selected services.

24. (ONCE AMENDED) [The] A point management system [according to claim 23,] employing a computer for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points, includes condition monitor means for changing the accumulated points according to predetermined conditions; and

customer identification means for identifying the customer according to customer identification information;

wherein the condition monitor means adds interest to the customer's points according to the [cumulative] accumulated points and periods of time.

3

4

25. **(ONCE AMENDED)** [The] A point management system [according to claim 23,] employing a computer for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points, includes condition monitor means for changing the accumulated points according to predetermined conditions; and

customer identification means for identifying the customer according to customer identification information;

wherein the condition monitor means decreases the customer's points if the customer does not carryout a [carries out no] transaction during a predetermined period.

26. **(ONCE AMENDED)** [The] A point management system [according to claim 1,] employing a computer for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points; and

customer identification means for identifying the customer according to customer identification information;

wherein the point accumulation means [has] includes means for converting the customer's

points managed by a group of stores into points managed by another group of stores according

to a predetermined rate if the customer requests the conversion.

28. (ONCE AMENDED) [The] A point management system [according to claim 27,] employing a computer for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points; and

customer identification means for identifying the customer according to customer identification information;

wherein the point management system provides a service including a software service [is] in accordance with an amount of the accumulated points, [the software service to the customer with image and voice data through communication circuits,] and the point accumulation means decreases the customer's [cumulative] accumulated points according to a period of time of providing the software service [, for example, such as music software, or video software].

29. (ONCE AMENDED) The point management system according to claim [27] 28, wherein the software service is provided to the customer with image and voice data [such as music software or video software,] through communication circuits, and the point accumulation

means [decreases the customer's cumulative points according to a period of time of providing the software services and] displays the decreased points on [the] a display [of the customer terminal] by denoting an alphanumeric number representing the customer's [cumulative] accumulated points and by counting down the customer's [cumulative] accumulated points in order.

30. (ONCE AMENDED) The point management system according to claim [27] 28, wherein the point accumulation means [decreases the customer's cumulative points according to a period of time of providing the software services and] displays the decreased points on [the] a display [of the customer terminal,] by denoting a colored striped line thereof and by reducing the length of the [colored] striped line [in order].

50. (AMENDED) [The] A point management system [according to claim 45,] employing a computer for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points;

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to customer identification information;

wherein the [data processing] point notification means comprises service contents storage means for storing a list of types of services and corresponding points, and according to a request from the customer [reads out] displays the list of the types of services and corresponding points [data] to the customer.

52. (ONCE AMENDED) [The] A point management system [according to claim 1,] employing a computer for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points;

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to customer identification information;

wherein the point notification means further comprises service contents storage means for selecting a range of services available for [cumulative] the accumulated points of the customer, and notifies the customer of the selected services.

7